

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1- 28. (Cancelled)

29. (Currently Amended) A method for processing customer leads comprising:  
configuring a lead processing system comprising a networked computer system,  
including

accepting a specification of a plurality of users of the system, and  
accepting a specification of a plurality of rules for determining at least one  
action of the lead processing system with respect to the users, with the plurality of  
rules including rules based on attributes of user relationships, wherein the  
plurality of rules includes global rules and user specific rules;

accepting at least one customer lead;

routing the at least one customer lead through the lead processing system in accordance  
with the rules, wherein the lead processing system includes a lead management server and a  
plurality of secondary lead management servers;

receiving, from at least one of the plurality of secondary lead management servers,  
feedback from at least one of the users, the feedback indicating whether the lead, should be  
accepted, rejected or forwarded to another one of the plurality of users;

re-routing the at least one customer lead, based on the plurality of rules and the received  
feedback from the at least one of the plurality of users to the another one of the users; and

tracking and reporting an advancement of the at least one customer lead through  
the lead processing system.

30. (Previously Presented) The method of claim 29, wherein the rules comprise prioritization rules for assigning a priority to a lead based on at least one attribute of the lead.

31. (Previously Presented) The method of claim 29, wherein the rules comprise assignment rules for assigning the leads to one or more users.

32. (Previously Presented) The method of claim 29, wherein the rules comprise attachment rules for determining additional information to be attached to the leads prior to further routing of the lead.

33. (Previously Presented) The method of claim 32, wherein the additional information comprises specifications of a product associated with the lead.

34. (Previously Presented) The method of claim 32, wherein the additional information comprises documentation of a program to facilitate the sale of at least one of a product and service associated with the lead.

35. (Previously Presented) The method of claim 29, wherein the rules comprise workflow rules for optimizing a flow of leads through the system to facilitate a rapid lead response and a high rate of lead closure.

36. (Previously Presented) The method of claim 29, wherein a particular user selects at least one rule to be applied to that user.

37. (Previously Presented) The method of claim 29, wherein tracking and reporting an advancement of the at least one customer lead includes generating at least one performance report comprising a metric of a performance of at least one of:

- (i) a source of the leads, and
- (ii) at least one of the users.

38. (Previously Presented) The method of claim 37, wherein the source of the leads includes a marketing campaign.

39. (Currently Amended) A lead management system comprising:  
a lead management server, including:

a rules and profile storage module ~~for storing~~ configured to store a specification of a plurality of:

(i) users of the system, and

(ii) rules for determining at least one action of the system with respect to the users, wherein the plurality of rules includes rules being based on attributes of user relationships, wherein the plurality of rules includes global rules and user specific rules;

a lead import module ~~for importing~~ configured to import and ~~accepting~~ accept at least one customer lead;

a lead storage module ~~for storing~~ configured to store the at least one customer lead;

a rules engine ~~for implementing the rules, wherein the rules engine~~ is configured to route at least one of the customer leads to at least one of the users in accordance with the rules, to receive feedback from the at least one of the users, the feedback indicating whether the lead, should be accepted, rejected or forwarded to another one of the plurality of users, and to re-route the at least one customer lead, based on the plurality of rules and the received feedback from the at least one of the plurality of users to the another one of the users; and

a tracking and notification module ~~for tracking~~ configured to track the at least one customer lead through the lead management system and ~~reporting~~ report a status of the lead to at least one of the users; and

a plurality of secondary lead management servers configured to receive at least one of the customer leads from the lead management server.

40. (Previously Presented) The lead management system of claim 39, wherein the rules comprise prioritization rules for assigning a priority to a lead based on at least one attribute of the lead.

41. (Previously Presented) The lead management system of claim 39, wherein the rules comprise assignment rules for assigning the leads to one or more users.

42. (Previously Presented) The lead management system of claim 39, wherein the rules comprise attachment rules for determining additional information to be attached to the leads prior to further routing of the lead.

43. (Previously Presented) The lead management system of claim 42, wherein the additional information comprises specifications of a product associated with the lead.

44. (Previously Presented) The lead management system of claim 42, wherein the additional information comprises documentation of a program to facilitate the sale of at least one of a product and service associated with the lead.

45. (Previously Presented) The lead management system of claim 39, wherein the rules comprise workflow rules for optimizing a flow of leads through the lead management system to facilitate a rapid lead response rate and a high rate of lead closure.

46. (Previously Presented) The lead management system of claim 39, wherein a particular user selects at least one rule to be applied to that user.

47. (Previously Presented) The lead management system of claim 39, wherein the tracking and notification module generates at least one performance report comprising a metric of a performance of at least one of:

- (i) a source of the leads, and
- (ii) at least one of the users.

48. (Previously Presented) The system of claim 47, wherein the source of the leads includes a marketing campaign.

49. (New) The lead management system of claim 39, wherein the lead management server and the plurality of secondary lead management servers use an equivalent data structure.

50. (New) The lead management system of claim 39, wherein the plurality of secondary lead management servers are configured to provide feedback information regarding the received customer leads.

51. (New) The lead management system of claim 50, wherein the lead management server receives the feedback information and updates a status of the received customer leads.

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